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T.R.A. DOCKET ROOM

Mr. Joe Werner, Telecommunications Chief  
Tennessee Regulatory Authority  
460 James Robertson Parkway  
Nashville, Tennessee 37243-0505

January 30, 2004

RE: Your letter of January 21, 2004, Docket No. <sup>04-0008</sup>~~03-00008~~

Dear Mr. Werner,

In response to your referenced letter you will find 13 copies each of this cover letter, a Balance Sheet, a statement of Cash Flow, a LINC Department program summary, a LINC Department collateral piece describing all the LINC Department's functions, a flyer describing the LINC Department's JobLINC Program, a 2-1-1 Implementation Timeline, and a response to questions four, five, six and seven and Directories to the LINC Community Information Database.

Please do not hesitate to contact me immediately if there are any questions. We appreciate the assistance of the TRA office and look forward to our Hearing.

Sincerely,

A handwritten signature in black ink, appearing to be 'Ron Reid', written over the word 'Sincerely,'.

Ronald E. Reid  
Senior Agency Manager  
LINC Department

reidr@memphis.lib.tn.us  
901-415-271  
901-323-7206

cc: Judith Drescher, Sallie Johnson, Kay Due

# **PROGRAM SUMMARY**

## **LINC Department Memphis-Shelby County Public Library & Information Center**

The LINC Department of the Memphis Shelby County Public Library & Information Center (MSCPLIC) provides four basic services:

- Community Information and Referral (I & R)
- Employment information (through mobile JobLINC bus)
- Ready reference information
- Gateway to/assistance in using library services

LINC (Library INformation Center) is seeking to serve as the lead agency for 2-1-1 in this area because of its expertise and 28 year history in the area of Community Information and Referral. Since 1975, LINC has provided comprehensive I & R to customers needing services in Shelby County and beyond. LINC and has been recognized as a National leader in library-based information and referral and for many years has been funded in part by United Way of the Mid-South to provide these services. Providing I & R services, while unusual in a library setting, is completely consistent with MSCPLIC's mission of "satisfying the customer's need to know."

LINC staff are trained to assess customer needs, and to use our comprehensive Community Information database and other reliable resources to connect customers with needed services. This database, developed and maintained by LINC staff, contains detailed information about 1400+ service groups, nonprofit organizations, government agencies and special interest clubs providing 2300+ programs in an eight county area. Services in the database include emergency financial assistance, shelter, education and literacy resources, health and mental health services, government services, advocacy groups, leisure, recreational and special interest clubs and others. A directory to the complete database is published annually and distributed free of charge to agencies, organizations and the public. LINC also maintains a Community Resource Room open to the public in MSCPLIC's Central Library, which displays publications from local agencies and provides a private interview area for walk-in I & R customers with sensitive needs.

Specialists on staff, including two master's level social workers, provide more in-depth service to customers with more complex needs, sometimes through collaborating directly with other agencies. LINC staff members also play a leadership role in local networks of service providers. This includes a ten year history of coordinating the activities of the local I & R Alliance (a local networking group) and hosting its email information service, LINCHub, and serving on the founding board of directors of TNAIRS, the designated state affiliate of the Alliance of Information and Referral Systems.

In addition, LINC has been designated by our local Emergency Management Agency to assist them in providing I & R services in cases of disaster. LINC staff are active on numerous community collaboratives and task forces, including the local VOAD chapter, and provide trainings to local agency staff on using the LINC Community Information Database. Our database manager has already received national certification from the Alliance of Information and Referral Systems (AIRS), and other LINC staff members are scheduled to sit for the AIRS certification exams this year. In addition, LINC already meets or exceeds many of the National Standards for 2-1-1 and is working to meet them all by roll-out of 2-1-1.

Memphis/Shelby County Public Library and Information Center  
Statement of Cash Flow  
For the Year Ended June 30, 2003

Net Income from Operations:	
Revenues from Local and State Governments	\$19,690,298.00
Fees, Fines, and Interest Received	\$1,252,650.94
Expenditures	<u>(\$21,066,516.92)</u>
Net Income (Loss) for the Year	(\$123,567.98)
Change in Assets and Liabilities:	
Decrease in Receivables	\$66,646.31
Increase in Wages Payable	\$42,717.00
Decrease in Accounts Payable & Other Liabilities	<u>(\$44,418.69)</u>
Net Change in Assets and Liabilities	<u>\$64,944.62</u>
Net Increase (Decrease) in Cash for the Year	(\$58,623.36)
Cash Balance, Beginning of Year	<u>\$909,768.51</u>
Cash Balance, End of Year	<u>\$851,145.15</u>

Memphis/Shelby County Public Library and Information Center  
Balance Sheet

	June 30, 2003	June 30, 2002
<b>ASSETS:</b>		
Cash	\$851,145.15	\$909,768.51
Receivables	<u>\$43,378.56</u>	<u>\$110,024.87</u>
Total Assets	\$894,523.71	\$1,019,793.38
<b>LIABILITIES:</b>		
Wages Payable	\$496,505.00	\$453,788.00
Accounts Payable & Other Liabilities	<u>\$228,709.45</u>	<u>\$273,128.14</u>
Total Liabilities	\$725,214.45	\$726,916.14
<b>NET EQUITY</b>	<u>\$169,309.26</u>	<u>\$292,877.24</u>

# JOB LINC

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## **What is JobLINC?**

JobLINC helps job seekers locate employment opportunities. It also helps employers find workers. A service of the Memphis/Shelby County Public Library & Information Center JobLINC is designed to help Shelby County residents find jobs by providing:

- listings of available jobs
- aid in locating training opportunities
- one-on-one assistance in conducting job searches and preparing for interviews

JobLINC can help Shelby County employers find the right people to fill job openings. This link benefits job seekers, employers, and all Shelby County with increased employment.

## **How does JobLINC work?**

Shelby County residents can get help from JobLINC.

Do they need training?

— JobLINC will help jobseekers locate it.

Do they need to know how to look for a job?

— JobLINC will offer guidance in searching for a job.

Do they need help in the application or interview process?

— JobLINC will provide tips and coaching so job seekers can fill out applications and approach a job interview with confidence.

## **How does JobLINC reach people who need it?**

JobLINC goes to the people who need it. The JobLINC office is a 35-foot mobile unit designed to get people and jobs together. JobLINC has been on the road since 1990, visiting at least 150 sites a year and serving 300+ adults each month.

On board JobLINC, you will find a staff of specialists. They help jobseekers with information about preparing for, finding and growing in a job. This information is available in books, videotapes, computer programs, and internet sources. Staff members use the Library's LINC Community Information Database. JobLINC provides space to employers to post job openings and recruit jobseekers. JobLINC members also conduct workshops at community organizations and schools on job readiness skills including interviewing and resume writing.

## **How can you schedule JobLINC or find its location?**

To schedule JobLINC at your location or to find current JobLINC sites call LINC at 415-2700 or visit the Library's website: [www.memphislibrary.org](http://www.memphislibrary.org).



**JobLINC** 3030 Poplar Ave. Memphis, TN 38111

(901) 415-2700 fax (901) 323-7206

[joblinc@memphis.lib.tn.us](mailto:joblinc@memphis.lib.tn.us)

## **2-1-1 IMPLEMENTATION TIMELINE**

- October 31, 2003**      **Submit Venture Grant Proposal To United Way of the Mid-South**
- Draft petition To TRA**  
LINC Staff will draft petition to the Tennessee Regulatory Authority for approval by Library Administration and Board. It will then be submitted to the Tennessee Regulatory Authority where it is anticipated it will take a minimum of two months before there is a hearing.
- January 1, 2004**      **Submit Petition to TRA**  
When the TRA approves the petition, they will probably give the current holder of the 211 number six months to relinquish it to LINC. Present holder is required to do so by FCC Rules and TRA Rules.
- Begin Organizing Metro 2-1-1 Advisory Council**  
LINC staff and 2-1-1 partners (Crises Center and The Commission on Aging) will establish an Advisory Council of Elected Officials, Community Leaders and Agency Leaders, representing the community at large from throughout the service area, to advise LINC on best practices of meeting the needs of the community.
- March 31, 2004**      **LINC Staff Certified by AIRS**  
Even though this is not currently a requirement for 2-1-1 designation, MSCPLIC, LINC and its partners are committed to assuring the community of the highest standards of 2-1-1 service by having Certified Information and Referral Specialists (CIRS) on staff. The certification is a coveted designation by the Alliance of Information and Referral Systems (AIRS). LINC presently has one employee certified by AIRS as a "Certified Resource Specialist" (CRS). During the start-up year AIRS will certify six Information and Referral Specialists.

June 1, 2004	<p>First Year Enhancements to Nortel Telephone System  MSCPLIC's Automated Services Department, working with BellSouth, will add additional telephones and complete system-reprogramming necessary to initiate 2-1-1.</p> <p>Install Community Information and Referral Software  The installation of the new software and conversion of current data base</p>
August 1, 2004	<p>Begin Soft Promotion to Agency and Community Leaders  LINC Staff, its 2-1-1 partners and MSCPLIC Marketing and Development Staff will promote the 2-1-1 program to inform community leaders, elected officials and agency leaders using special 2-1-1 materials and meetings.</p>
September 1, 2004	<p>2-1-1 relinquished to LINC  Current holder of the 211 number relinquishes the 211 number to LINC per FCC and TRA rules.</p> <p>BellSouth Central Offices switch 2-1-1 to LINC  Actual process of doing the switching of the 211 number in the BellSouth Central Offices throughout the four county service area so that when an individual dials 211 it rings in LINC.</p>
October 1, 2004	<p>Public Announcement of 2-1-1 Services  Make public announcements of availability of the 2-1-1 service to the public through the major media outlets.</p> <p>Initiate the evaluation process  Begin collecting and organizing inquirer data which facilitates referrals and provides a basis for describing requests for service, identifying service gaps, and overlaps, assisting with needs assessments and identifying staff training needs.</p>
December 31, 2004	<p>Evaluation Report of first 3 months of program  (utilizing inquirer data collected for first three months of live operation)</p>

# **LINC Department**

## **Memphis-Shelby County Public Library & Information Center**

### **Response to questions four, five, six and seven**

Questions four and five:

The LINC Department of the Memphis-Shelby County Public Library & Information Center (MSCPLIC) has been providing and financing Community Information and Referral Services since 1975 with the full support of City Government, community leaders and community agencies. We will continue providing Community Information and Referral Services as a priority in fulfilling our mission of "satisfying the customer's need to know". Our history, track record and community support are indications of our capability and desire to continue the service. The enclosed financial reports as well as the financial information provided with the Petition provide further indication of our financial ability to support the program as well as the viability of the program. The enclosed "2-1-1 Implementation Timeline" provides further detail as to when the service will be available.

The LINC Department has the minimum required technology (computers, software, telephones) in place and has been utilizing the current technology for years. We anticipate additional capital will enable the enhancement of the current technology and improve our service. Our current level of technology supports our present level of service and has the capability of more capacity. Presently we are serving about 1,000 I & R customer inquiries per month. Most of those inquiries are by telephone and are received in the LINC Department when a customer dials the current main telephone number for the Library System, i.e. 415-2700. When the 2-1-1 service is implemented, the customer will merely have to remember to dial 2-1-1 instead of 415-2700 and the same trained staff will be assisting them. We expect we will continue to receive I & R calls on the 415-2700 number and we will continue to provide the same service as though they had dialed 2-1-1.

The service is presently provided during LINC's normal operating hours of 9:00 AM-9:00 PM Monday through Thursday, 9:00 AM-6:00 PM Friday and Saturday and 1:00 PM-5:00 PM Sunday. It is very rare for LINC to receive an I & R call after hours and we do not expect that to change immediately upon implementation of 2-1-1.

When the number of calls received after regular operating hours justifies it, LINC will transfer calls to The Crisis Center, our community partner. At that time, after LINC's normal operating hours, when any customer in the service area dials 2-1-1 the call will electronically and seamlessly roll to The Crisis Center. The Crisis Center has been operational in Memphis for several years and has fully trained volunteers and staff answering the telephone 24/7. In addition, with the implementation of the state-wide 2-1-1 system, in which LINC is a participating partner, other 2-1-1 agencies will be able to back up each other after hours and in emergency situations or in the event of a disaster.



Questions six and seven:

In our Petition, item number 8 (d) and (h), we were attempting to explain that we would not be responsible for the cost of a cellular call as a result of a cellular customer dialing 2-1-1. In those few instances where a wireless carrier has enabled a cellular customer to call 2-1-1, it is billed to the customer by the carrier just like a 9-1-1 call. It is a National objective, which LINC subscribes to, for all cellular customers to eventually be able to access 2-1-1 services by dialing 2-1-1 from their cellular telephone. However, that is not universally true nor is it technologically practical at the moment.

LINC, along with United Way of Metropolitan Nashville, our Nashville 2-1-1 and TNAIRS partner, has had discussion with Melvin Malone, Attorney representing Tennessee Verizon and Chris Jones, Public Policy with Verizon Corporate, to clarify our position. As a result of the discussions, a meeting will be held in Nashville on February 17 with other major wireless carriers and representatives of 2-1-1 throughout Tennessee. We are of one accord that all wireless customers should have access to 2-1-1 services and we all also understand there are barriers to that objective at the moment. It is our mutual desire to better understand those barriers and to initiate a dialog that will result in universal service at little or no cost to the cellular customer. The initiative that we have taken in Tennessee will undoubtedly have National implications.